

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.4
3/2/11
Tul 1541

Bulb catalog

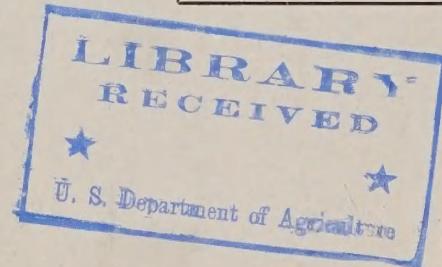
Sec. 562, P. L. & R.

U. S. POSTAGE

PAID

Permit No. 222

HOLLAND, MICH.



U. S. Department of
Agriculture
Washington, D. C.

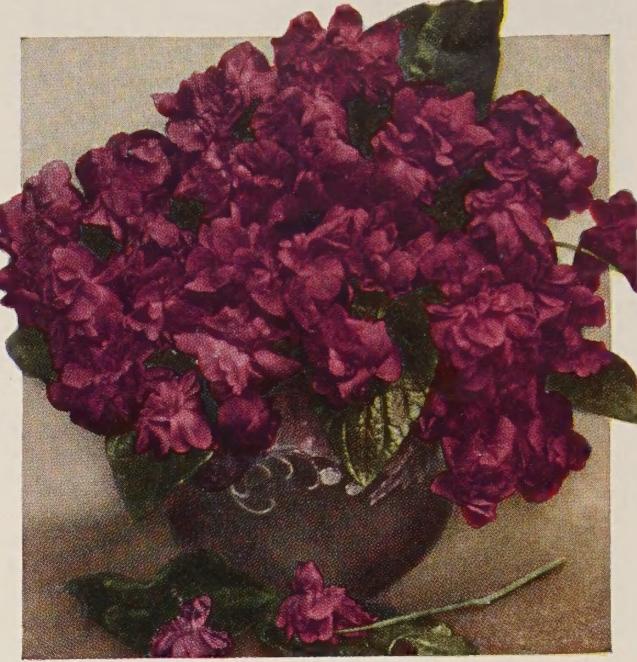
NELIS NURSERIES, Inc.
HOLLAND, MICHIGAN



Autumn Queen

Lieut. Chavagnac

Jean Siret



Double Russian Violet

Lovely New Garden Iris AUTUMN-FLOWERING

We are listing below some of the latest developments in autumn-flowering Iris, which are especially valuable in the garden, for some of the varieties not only bloom profusely early in spring, but under favorable conditions also produce crop after crop of flowers for more than 100 days in late summer and fall. Please order early.

	Each	Doz.
AUTUMN QUEEN. 26 inches. A beautiful pure snow-white variety, which should be planted for best effect beside a dark blue or purple variety	\$0.25	\$2.50
DORCAS HUTCHESON. 22 inches. A very fragrant early variety, especially fine, of rich, uniform pansy-violet30	3.00
ELEANOR ROOSEVELT. 26 inches. A profuse bloomer. One of the best recent introductions, of a deep, rich violet, with velvety luster25	2.50
JEAN SIRET, JR. 15 inches. A lovely new yellow. One of the most persistent bloomers of the new everblooming Irises. Especially suitable for the rock garden25	2.50
LIEUT. CHAVAGNAC. 15 inches. A new everblooming, fragrant Iris of brilliant violet, blooms in the spring and fall, and frequently intermittently in the summer as well. Plant with Jean Siret for a lovely effect30	3.00
MOGADOR. 15 inches. An unusually beautiful variety with milk-white standards and soft yellow falls35	3.50
SANGREAL. 28 inches. An improvement in the yellow fall bloomers. Unusually fine new deep yellow, with a deep orange beard35	3.50
SEPTEMBER SKIES. 16 inches. A purple-red self which blooms not only in the spring and fall, but in the South blooms in the summer also. A rapid multiplier25	2.50
SOUND MONEY. 10 inches. A new miniature spring and autumn flowering variety in deep rich golden yellow. Delightful in the rockery, or for a border25	2.50

VESPER IRIS (Dichotoma)

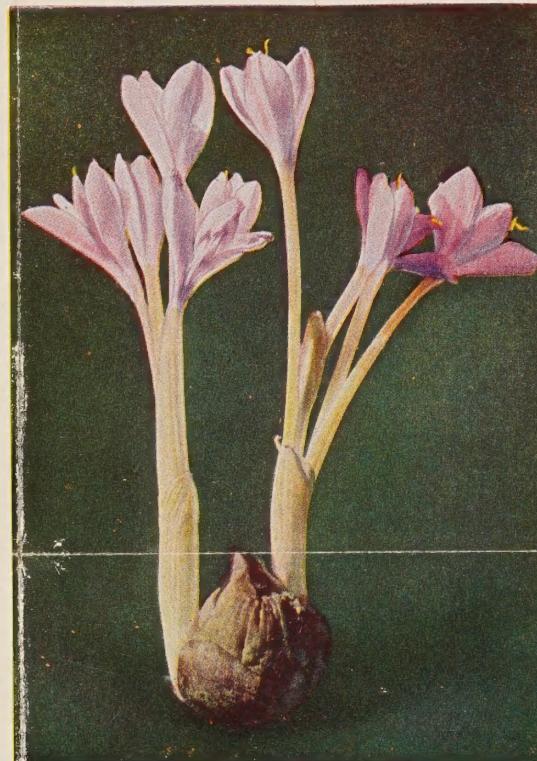
The beautiful filigree of graceful branches of the Vesper Iris is studded with from one to two hundred jewel-like flowers, truly a mammoth bouquet. The delicately colored blossoms, which at a little distance resemble somewhat a multitude of gorgeous butterflies at rest, with motionless, outstretched wings, vary in color, including such hues as cool translucent lavender, with markings of mahogany, copper, lemon, orange, brown and Tyrian.

The Vesper Iris, which is exceedingly easy to grow, blooms for a month during July and August, when flowers are scarce. Resists both severe cold and intense heat with impunity. Be the first one in your locality to grow this unique Iris. **3 for \$5c; 7 for \$1.00.**

NEW! LILIU BROWNII

The best pure white hardy garden Lily, a cross between *Lilium Regale* and *Lilium Longifolium*. Covered by Plant Patent No. 436. Bears long, pure white flowers of exquisite form on a twenty-inch stem, during July, fourteen to eighteen weeks after spring planting. Free from mosaic diseases to which so many of our present day Lilies are susceptible. Be one of the first to try this outstanding new Lily in your garden.

Special Introductory Price: 3 for \$1.00; \$3.50 per doz.



Colchicum

COLCHICUM

(For Immediate Shipment)

We are offering here a varied selection of the newest varieties of this interesting novelty. The flowers of this new type are immense, and they blossom during September and October. The foliage of this unusual bulb appears in the spring, and dies down during the month of June. The bulbs should be planted during the month of August for outdoor blooming. They may also be kept indoors where they will bloom in a window, without earth or water, and after blooming the bulbs may be planted outdoors. Please order early, as stock of all varieties is short. Do not order after September 1st if you wish the bulbs for blooms. Orders will be filled later, but then the bulbs are best planted at once for next year's blooming.

AUTUNNALE ALBUM. Pure white. 25c each; 70c per 3; \$2.50 per doz.

AUTUMN QUEEN. A beautiful variety which is really outstanding, with dark lilac blossoms. An early and prolific bloomer. Highly recommended. 55c each; \$1.50 per 3; \$5.50 per doz.

BORNMUELLERI. Fine, cup-shaped flowers of rose-lilac, white center. 40c each; \$1.10 per 3; \$4.00 per doz.

DEANDELS. Outstanding light purple flowers, of large size. 75c each; \$2.00 per 3; \$7.50 per doz.

LILAC BEAUTY. We can heartily recommend this new variety as one of the best. Clear mauve flowers, of immense size. 75c each; \$2.00 per 3; \$7.50 per doz.

PREMIER. Very free blooming, early variety, with large, soft violet blooms. 70c each; \$1.85 per 3; \$7.00 per doz.

BUDDLEIA

(Butterfly Bush)

For summer blooming and continued blossoms through early fall, Butterfly Bushes are unsurpassed, either for show or for use as cut flowers, and we can supply them in the following varieties:

CHARMING. The new Pink Buddleia, producing long flower sprays, giving a wonderful effect in the garden. 75c each; 3 for \$2.00.

DUBONNET. A lovely shade of wine-red, of erect growth, long stemmed. A fine late summer cut flower. 75c each; 3 for \$2.00.

ILE DE FRANCE. Dark purple, long flowering spike, free blooming and a vigorous grower. 50c each; 3 for \$1.35.



New Pink
Buddleia,
Charming

Narcissus or Daffodils

In order to have a beautiful bulb garden, Narcissi should be planted very freely. They thrive in practically any climate in the United States, and are not only excellent for outdoors, but millions are used every year for forcing indoors. Their graceful form, beautifully shaped trumpets and cups, and the long, straight stems have made them favorites for cut flower purposes with every American gardener.

BERNARDINO. (Incomparabilis.) Large, creamy white perianth, cup of pale lemon-yellow flushed with pinkish apricot, heavily frilled. 40c per 3; \$1.25 per doz.; \$8.00 per 100.

KING ALFRED. (Yellow Trumpet.) The finest giant all golden yellow Narcissus. 40c per 3; \$1.35 per doz.; \$10.00 per 100.

LAURENS KOSTER. (Poetaz.) White perianth with delicate lemon colored cup. A splendid variety. 40c per 3; \$1.35 per doz.; \$8.00 per 100.

ORANGE CUP.
(Poetaz.) Perianth clear yellow with bright orange cup, considered one of the finest of the Poetaz group. Fine for semi-shade. 40c per 3; \$1.40 per doz.; \$10.00 per 100.

VAN SION. (Double.) The well known double golden yellow flower, whose bulbs of vigorous growth are now again available. 40c per 3; \$1.25 per doz.; \$8.50 per 100.

WILL SCARLETT. (Incomparabilis.) Perianth of primrose-yellow with large, conspicuous cup. 40c per 3; \$1.35 per doz.; \$10.00 per 100.



Laurens Koster



Orange Cup



King Alfred

TERMS

Plants and bulbs will be shipped at the proper planting time. Send money by postal or bank money order, or registered mail. Currency sent at your own risk. All orders over \$2.00 will be prepaid in full if accompanied by remittance; smaller orders must include an additional charge of 10c to cover transportation. Michigan customers kindly add 3% sales tax. We will book your order on receipt of 25% of the total, shipment will be made C. O. D. for the balance due, including transportation charges.



PHLOX NIVALIS SYLVESTRIS

We cannot praise this new Phlox too highly. It is radically different from any of the Phlox Subulata type, and was classified "Nivalis" by Prof. Edgar T. Wherry, of the University of Pennsylvania. It is a much more thrifty grower, laterals more rugged, flower stems stiff enough to withstand a heavy downpour. Individual florets $1\frac{1}{2}$ inches in diameter, the size of a half dollar. Very outstanding, color cyclamen-pink, and of redder shade than "Vivid." 3 for \$1.50; \$4.50 per doz.

ANCHUSA

MYOSOTIDIFLORA. (Perennial.) 12 inches. Of distinct dwarf type, with clusters of blue flowers resembling forget-me-nots. Will do well in either sunny or shady places. Splendid for carpeting tulip beds. 3 for 95c; \$3.00 per doz.

Lily-Flowering Tulips

This type of Tulip has long, graceful flowers, with reflexing petals. Lovely in the garden, and ideal for cut flowers.

Per 3 Doz. 100

ADONIS. 26 inches. Long, striped flowers with reflexing petals, vivid cerise-red; a very elegant variety \$0.45 \$1.50 \$11.00

ARTEMIS. 27 inches. Brilliant carmine-rose, with white base. Similar in type to Retroflexa, except its color40 1.25 9.50

ECLIPSE. 27 inches. Gorgeous blossom of orange-yellow; one of the finest of the new Hybrid Tulips30 .95 7.50

RETROFLEXA. 25 in. Primrose-yellow with recurving petals. A very decorative Tulip60 1.90 13.00

SIRENE. 25 inches. Rich rosy pink with pale pink at the margins. A great exhibition flower of exquisite beauty, which retains its vivid colors until petals fall. Use with blue forget-me-nots40 1.20 8.00



Lily-Flowering Tulip Collection

3 each of above 5 varieties (15 bulbs),	\$2.00
6 each of above 5 varieties (30 bulbs),	3.25
12 each of above 5 varieties (60 bulbs),	6.25

A. D. MORSE COMPANY HORTICULTURAL PRINTERS, ST. JOSEPH, MICH.

May-Flowering Tulips

Tulip bulbs are extremely scarce, since importation from the Netherlands is impossible, but we are still able to offer the following popular varieties of Michigan grown stock, all top size bulbs, acclimated to growing conditions in this country. We would advise you to place your orders early, to avoid disappointment. The following collections have been carefully selected, and contain a wide range of colors and shades.

Per 3 Doz. 100

AFTERCLOW. 26 inches. A cup-shaped flower of clear dark salmon, edged light orange. This excellent variety makes a gorgeous effect if planted in masses with blue ground cover	\$0.45	\$1.50	\$11.00
CENTENAIRE. 28 inches. A rich violet-rose blossom, with large blue center. A magnificent Tulip for the border35	1.25	9.00
CLARA BUTT. 22 inches. Clear salmon-pink, a beautiful and charming bedding Tulip. A perennial favorite with Tulip lovers25	.95	7.50
DREAM. 27 inches. Light heliotrope of large size; the color is soft and lovely, but lasts very well45	1.50	11.00
GESNERIANA LUTEA. 24 inches. Rich golden yellow, a flower of perfect form; delightfully sweet scented. Try planting with blue flowers35	1.10	8.50
KING HAROLD. 25 inches. Crimson-maroon blossom, with a blue base. Especially effective in partial shade35	1.25	9.00
LA SALLE. 26 inches. This variety opens creamy white, and becomes pure white as the flower ages. Black anthers, and straight, strong stem50	1.75	13.00
PANORAMA. 25 inches. Among the older varieties, this Tulip has been able to retain its popularity. A beautiful, coppery orange flower, with olive-green base. Has very long lasting qualities50	1.65	12.00
PRINCE OF WALES. 27 inches. An outstanding variety of glowing rose-pink, with scarlet flush. Very attractive45	1.50	11.00
YELLOW PERFECTION. 26 inches. A large flower of olive-yellow, with yellow edge40	1.25	9.50

COLLECTION OF MAY-FLOWERING TULIPS

3 each of above 10 varieties (30 bulbs), for	\$ 3.75
6 each of above 10 varieties (60 bulbs), for	6.75
12 each of above 10 varieties (120 bulbs), for	13.00
25 each of above 10 varieties (250 bulbs), for	25.00
100 each of above 10 varieties (1000 bulbs), for	95.00

Parrot Tulip "FANTASY"

20 inches. Beautiful salmon-pink with a much darker interior, outside marked with emerald-green. This variety has made a remarkable hit. Sport and color of Darwin Tulip, Clara Butt. 50c per 3; \$1.65 per doz.; \$12.00 per 100.



Dream

Clara Butt

Nelis Famous RAINBOW Collection

This is the finest, most colorful mixture of Darwin, Breeder, Cottage and Lily-Flowering Tulips, in a color range that includes every color, shade and blending. Ideal for beds and cutting.

First Grade — 10 to 11 cm. size:

50 bulbs for	\$ 2.75
100 bulbs for	5.25
250 bulbs for	12.50
1000 bulbs for	47.50

Triumph Tulips

King Harold

This new race of Tulips blooms about a week earlier than the Darwins. Their average height is a little shorter, but they have extremely sturdy growth, and are excellent for bedding purposes.

Per 3 Doz. 100

ALARAPH. 20 inches. A pleasing shade of brick-red, with a narrow yellow border and lemon-yellow base; very fine variety	\$0.45	\$1.50	\$11.00
KANSAS. 22 inches. Snow-white with lemon-yellow base, and yellow stamens. One of the best white Tulips for outdoor planting50	1.75	12.00
MR. KERBERT. 22 inches. An outstanding Tulip of fine shape and form, of a glowing pink with white border55	1.85	14.00
URSA MINOR. 22 inches. Deep golden yellow, very popular variety. Exceptional bedding qualities60	2.00	15.00
VINDICTIVE. 22 inches. A fine show flower of brilliant orange color, very distinctive60	2.00	15.00
ZENOBAR. 20 inches. A brilliant vermillion-red, a striking, showy color. Beautiful for beds and borders, long blooming period40	1.50	11.50

TRIUMPH TULIP COLLECTION

3 each of 6 varieties (18 bulbs), for	\$ 3.00
6 each of 6 varieties (36 bulbs), for	5.25
12 each of 6 varieties (72 bulbs), for	10.00

"The Tulip"

Special offering of "The Tulip," a booklet describing the history and culture of the Tulip in the United States, by Harry Nelis. A very comprehensive and useful booklet for anyone interested in Tulip culture, contains full cultural instructions, especially prepared for those who wish to fully understand Tulip requirements. Regular price, 25c. SPECIAL NOW FOR ONLY 10c.

Garden Clubs may obtain the use of a 16 m.m. colored film on the Holland Tulip Festival, by writing "Tulip Time," Holland, Mich.



New Garden Chrysanthemums

These lovely Chrysanthemums are useful in the garden and border, and their clear, sparkling colors are unsurpassed when used for cut flowers.

	Each Doz.
ALGONQUIN. Double flowers, 2½ inches across, of a showy, clear yellow. Height 1½ ft.; spready habit. Blooms September.	\$0.35 \$3.50
BURGUNDY. Sweet scented, double flowers of rich cerise-crimson, with deeper amaranth tone in center. Heavy stems hold the fine clusters of bloom upright. Flowers in October ..	.50 4.50
JEAN CUMMING. October flowering. Flowers of purest white, with yellow and bluish shadings at center. Erect and wiry growth, and the blooms have exceptional keeping qualities ..	.25 2.50
LAVENDER LADY. Unusually hardy, fragrant Chrysanthemum of true lavender, with silvery sheen. Flowers three inches or more across, unusually hardy. Blooms in October50 5.00
PINK LUSTRE. Late September blooming single Chrysanthemum. Height 2½ to 3 feet, producing flowers of large size, of a lovely shade of orchid. Remarkably free and hardy ..	.35 3.50
RAPTURE. Lovely medium sized blossoms of gorgeous deep orange, suffused with bright carmine. Double flowers, October flowering25 2.50
SYMPHONY. Impossible to describe this lovely variety with accuracy. Large flowers, double, carried on heavy, sturdy stems, very free flowering, producing blooms of mauve-rose, in maturing becomes silvery lilac, with coppery tones35 3.50

Chrysanthemum Collection

1 each of above 7 new varieties (7 plants), for	\$ 2.45
3 each of above 7 new varieties (21 plants), for	6.25
6 each of above 7 new varieties (42 plants) for	12.25
12 each of above 7 new varieties (84 plants), for	24.00

Novelty Cushion 'Mum

New Dwarf Chrysanthemum

LITTLE BOB. We are sure you will like this new introduction, which is a charming, low-growing garden Chrysanthemum from England. Early in the fall the double, button-like flowers of mahogany-bronze appear, and cover the plants with hundreds of blooms, borne on short, stiff, wirelike stems. The plants spread to about 2 feet in diameter, are of perfectly symmetrical shape, and when in full bloom are completely covered with flowers. **65c each; 3 for \$1.75.**

CLARA CURTIS. Single, salmon-pink, daisy-like flowers, about 3 inches in diameter, well arranged on short, much-branched stems about 1 to 1½ feet high, at their best in August and early September, covering the plants by the hundreds, so that they look like small mounds of pink. The variety is perfectly hardy, and will do well in almost any soil or location. Since they flower early they are never subject to frost damage. They may be dug up in early winter and forced in pots, to bloom in February and March. **.60c each; 3 for \$1.50.**

Cushion Chrysanthemums

A group of low growing 'Mums, forming mounds of blooms reminding one of the old-fashioned Azalea. They reach a height of 10 to 12 inches, and spread 2 feet or more. They begin blooming early, and are in full bloom in September, being literally covered with hundreds of flowers lasting over a long period. With a little protection the plants are quite hardy. They all originated from Chrysanthemum Amelia.

BRONZE CUSHION. The bronze form, with deep bronze flowers turning to bronzy, coppery yellow. **3 for \$1.00; \$3.00 per doz.**

PINK CUSHION. Producing light pink flowers by the hundreds. **3 for \$1.00; \$3.00 per doz.**

RED CUSHION. Outstanding new red form of the Cushion 'Mum. **.50c each; \$1.35 per 3; \$5.00 per doz.**

WHITE CUSHION. While opening as a delicate pink, the flowers turn pure white as they develop. **3 for \$1.00; \$3.00 per doz.**

YELLOW CUSHION. The yellow form of the Cushion 'Mum. Pure golden yellow, hundreds of blooms, and long lasting. **3 for \$1.00; \$3.00 per doz.**

Little Bob



ORDER SHEET

NELIS NURSERIES, INC., HOLLAND, MICHIGAN

MICHIGAN'S LARGEST BULB GROWERS

Name Mr. Mrs. Miss } Date 19

Street _____ Please do not write in this space.

Please do not write in this space.

Post Office _____ ORDER NO. _____

ORDER NO.

State _____ **Enclosed \$** _____

FILLED BY

Ship on or about _____ CHECKED BY _____

CHECKED BY

(Leave this space blank if you wish us to use our own judgment as to shipping date.)

NOTICE Transportation charges paid on all orders amounting to \$2.00 or more if accompanied by cash in full. Orders under \$2.00 add 10c for postage.

NOTICE Transportation charges paid on all orders amounting to \$2.00 or more if accompanied by cash in full. Orders under \$2.00 add 10c for postage.

Quantity |

NAME OF VARIETY OR COLLECTION

NAME OF VARIETY OR COLLECTION

3% Michigan State Tax

TOTAL

Please keep a copy of this order. All orders will be acknowledged the same day as received. Shipments will be made at the proper time. If enclosing cash, please register your letter; safest way to send money is by Postal Money Order.

GERMAN IRIS

**BUY THESE GORGEOUS IRIS NOW,
AT ROCK BOTTOM PRICES.
DON'T WAIT!**

Merchandise and labor costs have gone up. Take advantage of these low prices, and order your selection at once.

These new Iris are far superior to the old-fashioned garden Iris, which are still seen in many gardens. Now you can have lovelier, brighter colors, taller stems, larger and more prolific blooms over a much longer period, and all at lower cost than you would expect to pay for cheaper varieties! The new sorts embody an infinite variety, and in this listing you will find colors such as purest white, yellow, bronze, red, purple, lavender, violet, and many others, some of which gleam like burnished copper, sparkle as though sprinkled with diamond dust, shine like silk and satin, or have the rich, velvety texture of heavy plush.

Beautify your garden at little expense, for these hardy plants, acclimated to cold winters as well as hot and dry summers, will multiply rapidly, with only ordinary care.

NELIS NURSERIES, INC.

Holland, Mich.

TALL AND DWARF IRIS

ALLURE—A prize winner and one of the most delicately colored varieties in cultivation. An unusually exquisite pink and yellow ruffled flower. .19

AMERIND—An interesting sombre blend which somewhat resembles the color of an American Indian. .18

ASIA—One of the tallest and finest varieties in cultivation regardless of price. Immense silvery lavender flowers which are flushed with yellow. Every iris collection should contain Asia. .19

BALROUDOUR—A new orchid-like dwarf flower of yellow, violet and olive buff which is unsurpassed for edging or the rock garden. We regard this as the most outstanding dwarf iris thus far produced. .14

BRUNO—A vigorous variety in which fawn, rose, yellow and rich velvety red-purple combine to produce a gorgeously beautiful flower. .18

CAMELIARD—A brilliant variegata. The standards are yellow; falls over-laid wine-purple. .19

CARDINAL—Standards rosy-lavender; falls rich velvety prune purple. As its name indicates, it is an unusually bright colored flower. .18

DARIEL—A sparkling blue iris with exceedingly rich colored leaves which has been greatly admired. .17

DAUNTLESS—A large, vigorous and free blooming variety which is universally regarded as one of the best reds. It should be in every collection. .24

DEPUTE NOMBLÔT—Standards rosy-purple, overlaid brownish-gold; falls claret crimson. Many iris authorities regard this variety as the finest iris thus far produced. .29

DESERT DAWN—A magnificent yellow and lavender blend which is especially desirable as it blooms late, prolonging the iris season. .21

DOLLY MADISON —Standards mauvette, shaded yellow at the base; F. lilac, shading to gold at the base. Large flowers of distinctive beauty, profusely produced. One of the finest varieties in the world today.	.18
DUKE OF BEDFORD —A very brilliant rich velvety deep purple variety which blooms freely.	.18
EL CAPITAN —One of the largest and finest varieties in cultivation. A deliciously fragrant violet-lavender flower of extraordinarily great size.	.24
ELIZABETH EGELBERG —A tall and large rosy pink.	.18
EUPHONY —Mustard yellow with a delicate rose flush.	.18
FRIEDA MOHR —A lovely large pink toned beauty.	.24
GOLD IMPERIAL —A golden yellow which shines like a beacon in the garden.	.16
GRACE STURTEVANT —A velvety bronze-red of very heavy substance.	.24
HELIOS —One of the best yellows, large and graceful.	.31
HENRI RIVIERE —Standards lemon yellow; F. mauve, with a canary yellow border. Vigorous and large.	.23
INDIAN CHIEF —Standards pinkish red; falls velvety red. One of the best reds.	.17
LIBERTY BELL —An attractive white which is edged with lavender on the F. Dainty and attractive.	.18
M. A. PORTER —A symphony of purple and red hard to describe. One of the most colorful varieties we grow.	.21
MELCHOIR —A brilliant bronzy claret variety with ruffled velvety falls.	.19
MIDGARD —A delicate yellow and pink blend which is a universal favorite.	.17
MIDWEST —A free blooming gorgeously ruffled flower, peppered bright rose on a white ground. A beauty.	.17

MORNING SPLENDOR—Fragrant. Standards petunia-violet; F. raisin-violet. Large flowers which produce an exquisite deep red effect in the sunlight.	.17
NENE—Standards rose lilac; F. purple-red, lighter at margin. The blossoms are huge, often measuring 9 inches from tip to tip.	.41
NYMPH—A bright yellow which blooms so freely that the blossoms almost hide the foliage.	.17
PANSY PURPLE—An excellent pansy purple dwarf.	.14
PRESIDENT PILKINGTON—A blend of buff and blue; tall, large and fine.	.26
SENSATION—Enormous flowers of cornflower blue of unrivaled beauty.	.26
SOLFERINO—A tall striking lilac-red which sometimes bears ten open flowers on one stalk	.17
SWAZI—Standards bluish-violet; F. dark velvety pansy-violet.	.17
WEDGEWOOD—A fine large flower of rich Wedgewood china blue. Outstanding.	.17
WHITE AND GOLD—A large pure white with a beautiful satiny sheen and a brilliant golden beard.	.17
WHITE MARBLE—Its name describes its color. A tall excellent white.	.21
ZUA—A dwarf white which resembles somewhat crepe paper. Most unusual.	.16
ZULA—An exceedingly dark purple iris of unusual richness and brilliancy.	.21

COLLECTION OF IRIS

1 each of above varieties unlabeled	\$7.50
3 each of above varieties labeled	\$23.00

Nelis Nurseries, Inc., Holland, Mich.

FROM _____

FIRST CLASS
Permit No. 277
(Sec. 510 P. L. & R.)
HOLLAND, MICH.

BUSINESS REPLY ENVELOPE

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

-POSTAGE WILL BE PAID BY-

NELIS NURSERIES, INC.

(Bulb Specialists)

HOLLAND,

MICHIGAN

CHRYSANTHEMUM MAXIMUM - ESTHER REED

An Introduction You Will Enjoy

**An Ideal Plant — Grand for Cutting
Always in Flower**



Indeed, Esther Reed possesses more good points than any herbaceous plant in existence. Its pure white flowers are full double, very large, long lasting and of enormous substance. When the flower is just out, its center is compact and slightly green, but gradually the center broadens out and develops into pure white.

When the first flowers appear in June their diameter is as much as 4 inches, while later in the season the flowers become a little smaller. It is impossible to give an idea of the quantity of flowers one plant can produce, for every time the flowers are cut, fresh flower stems shoot up again.

The plants begin to bloom about the third week in June, and keep flowering until late in the season. Even in the beginning of November when Dahlias and other plants are cut down by frost, there are still some Esther Reeds in flower. Although these flowers are smaller and shorter than earlier in the season, they are still very useful.

The best time for planting is early in the spring. If planted in April they will produce an abundance of flowers the same season. Planting in August or early September will also give good results. Generally speaking they are easy growing plants, impartial as to soil, although best results are obtained on land that is well cultivated.

One can improve the size of the flowers and length of the stems considerably by disbudding some of the side shoots. It is, furthermore, advisable to lift and divide the plants every two years. The flowers that are bloomed out should always be cut. Double Shasta Daisy, Esther Reed, has been tried in many parts of the world, and has proved satisfactory everywhere. We have produced it on 18- to 24-inch stems.

Each 50c; 3 for \$1.25; 10 for \$3.50